

Contacts

A stylized illustration of wheat stalks with dark, textured heads and thin, pointed leaves. Several jagged, lightning-bolt-like shapes are scattered in the upper right area of the page, suggesting a storm or harvest theme.

FALL
NUMBER
1942

THE T. EATON CO. LIMITED

Economist Recommends Life Insurance

In a thorough analysis of the inflation situation made by Professor Sumner H. Slichter, last year's president of the American Economic Association and one of the foremost labor economists in the country, it was pointed out that there are three main ways in which citizens may do their part to fend off inflation.

1. **Buy more life insurance.** The money will go into paying for the war, because the insurance companies will buy government bonds with it.

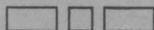
2. **Reduce debt.** If people with mortgages on their homes will make a special point of cutting down their debt, they will help in preventing inflation. The banks which receive the mortgage payments will, in turn, buy government bonds.

3. **Buy War Bonds.** The treasury has set the goal of a billion dollars of war bonds per month. This is altogether too small. It would not offset the rise in payrolls between 1941 and 1942.—"Insurance Salesman," September, 1942.



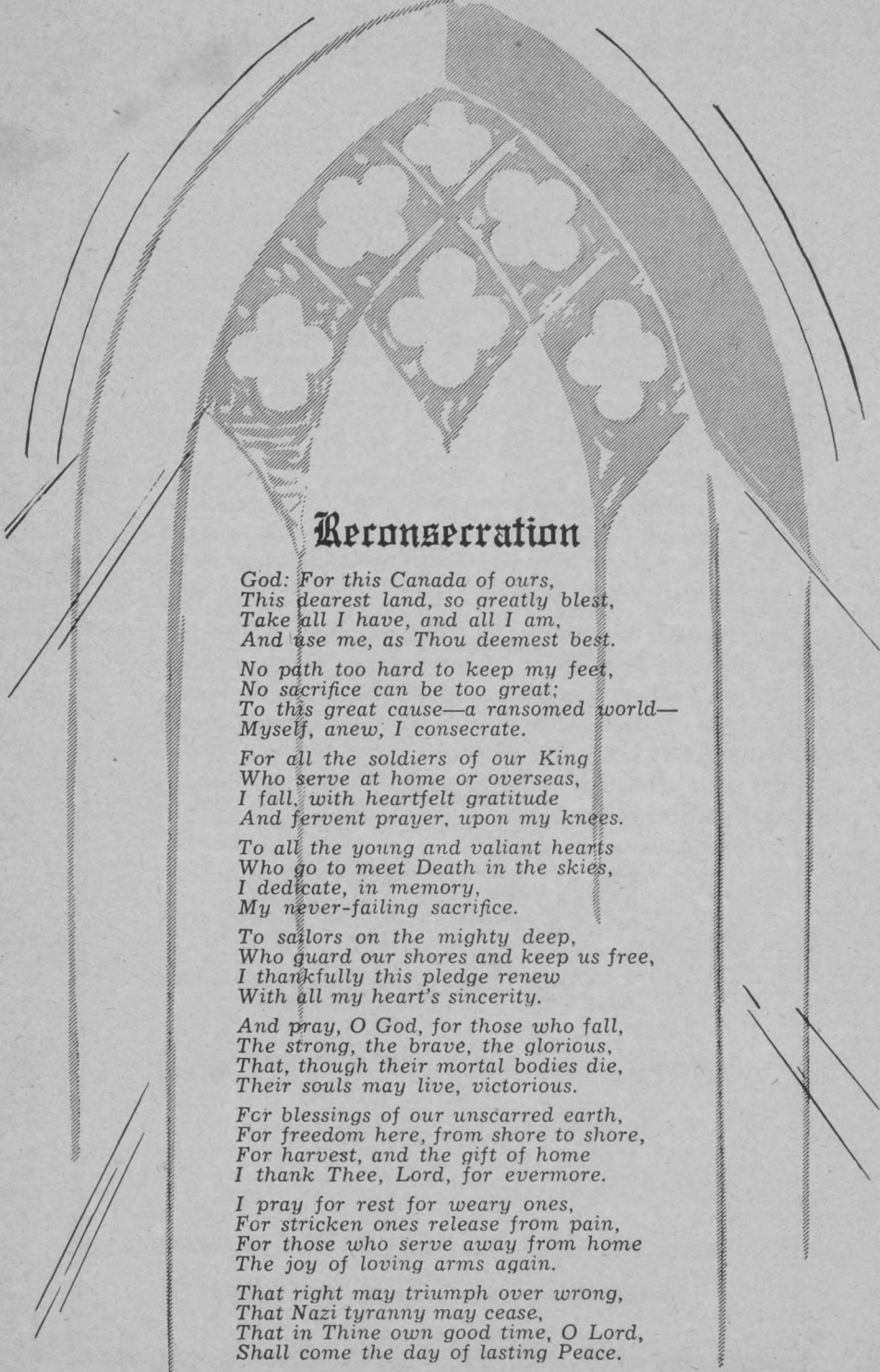
Buy EATON Life Insurance

"It's Easy to Pay—The EATON Way"



THE T. EATON LIFE ASSURANCE COMPANY

Seventh Floor, Hargrave Street, Store Building



Reconsecration

God: For this Canada of ours,
This dearest land, so greatly blest,
Take all I have, and all I am,
And use me, as Thou deemest best.

No path too hard to keep my feet,
No sacrifice can be too great;
To this great cause—a ransomed world—
Myself, anew, I consecrate.

For all the soldiers of our King
Who serve at home or overseas,
I fall, with heartfelt gratitude
And fervent prayer, upon my knees.

To all the young and valiant hearts
Who go to meet Death in the skies,
I dedicate, in memory,
My never-failing sacrifice.

To sailors on the mighty deep,
Who guard our shores and keep us free,
I thankfully this pledge renew
With all my heart's sincerity.

And pray, O God, for those who fall,
The strong, the brave, the glorious,
That, though their mortal bodies die,
Their souls may live, victorious.

For blessings of our unscarred earth,
For freedom here, from shore to shore,
For harvest, and the gift of home
I thank Thee, Lord, for evermore.

I pray for rest for weary ones,
For stricken ones release from pain,
For those who serve away from home
The joy of loving arms again.

That right may triumph over wrong,
That Nazi tyranny may cease,
That in Thine own good time, O Lord,
Shall come the day of lasting Peace.

—DOROTHY DUMBRILLE.

"Thou Crownest the Year With Thy Goodness"

"Thou crownest the year with thy
goodness; and thy paths drop fatness. . . .
The pastures are clothed with flocks;
the valleys also are covered over with corn;
they shout for joy, they also sing." Psalm 65.

Monday, October 12th, is Thanksgiving Day . . . and this year it will be a day of deeper significance than perhaps ever before.

As the fruits of the harvest are ripened, we rejoice that Mother Earth has increased her bounty.

This year Canada is harvesting one of the greatest cereal crops in her history—coupled with an abundant treasure of fruits and vegetables. Let us then give thanks for these "richer stores than gems or gold," and let us face the future with courage—not a pagan courage that is so often consistent with despair—but courage based on faith—faith that Providence is working out a Divine Plan.

Eatonians Again Give Strong Support to the Community Chest

As already reported in the press, the Winnipeg Community Chest for 1942 has been enriched by our total contributions of \$18,060, made up as follows:

The T. EATON Company.....	\$ 7,500
Mr. H. M. Tucker.....	1,000
Staff and management.....	9,560
	<hr/>
	\$18,060

This slight decrease from last year's contribution may be accounted for in part by some of our old subscribers having left the Company's employ. Also, of course, to increasing demands of the war effort requiring our generous support. So, all in all, 1942's report is considered a very satisfactory one indeed.

Recent Appointments

Department 215 (store), 15 M.O.—Men's and boys' hats, caps and furs: Mr. G. M. Eaton, group manager.

Department 213—Men's clothing; department 269—made-to-measure shop: men's and women's suits and military clothing: Mr. C. R. MacLean, group manager; Mr. T. P. McBryde, head of department.

Department 249—Boys' clothing: *Mr. J. E. Dolan, first assistant.

*Mr. Dolan takes over from Mr. R. M. MacLean, now on active service.

Department 6—Patent medicines, soaps, toilet goods, cameras, photo supplies: Mr. M. McRae, signature.

Department 160—Stock audit: Mr. J. D. McKenzie, signature.

PRINCE RUPERT ORDER OFFICE

An order office was opened for business at Prince Rupert, B.C., on Saturday, September 26th. Mr. N. M. Carter is in charge.

The New Hours a Wartime Duty

Are you one of the large number of Eatonians who are now on "staggered" hours?

Perhaps these new hours as required by the government are not convenient for some of us. However, realizing the serious difficulties of transportation in wartime, plus the curtailment of rolling stock, materials and supplies, Eatonians, we know, will cheerfully accept this new working time as another bit of war duty—which it is. Yes, sir, we're "staggering with a smile"—and no wise crack intended either!



"Just Looking, Thank You!"

Today's customers generally are in such a hurry that there is little indecision about what they want. So that a young salesgirl was quite taken aback when she approached a wandering customer, asked, "Would you like to have me help you?" and was told: "I'm just looking, thanks."

But the shopping did take on definite business. The salesgirl noticed that the display of summer fabrics was the chief point of interest and that the customer's own costume showed good taste and an attractively handled color scheme.

With color-interest a good common ground the girl called attention to some specially lovely materials in the tones of the customer's accessories. Not only did the customer appreciate the thoughtful attention but she was convinced that the girl's judgment was sound and her interest sincere.

Rules and "The Born Salesman"

Many salespeople believe that when a customer walks around and has no fixed idea about what she wants to buy or even if she does want to buy, it is best to leave her alone to browse about and sell herself some basic merchandise plan before being addressed by a salesperson.

Rules are an essential and a help as a foundation for any system. But the ability to think out a harmonious lead to follow, one that really dovetails with a customer's own thoughts and preferences, is one significant mark of a gifted salesperson.

Aside from knowing for herself that a woman's accessories often are made to do double duty by looking equally well with more than one outfit, the salesgirl of this incident saw that her customer was a person of definite preferences in color selection, and that the characteristics of her costume depended upon her accessories to hold a specific color scheme.

She showed fabrics equally lovely with the accessories which the customer was wearing, yet offering a variation as good.

A salesperson who is able to think about what will serve customers to their best advantage never finds the day's work dull no matter what else it may be. For such a salesperson as our subject today propels herself right past the yards and pounds into the realm of the fulfilment of wishes. "It pays," moreover.

—From "Women's Wear."

"Orchid" Corner

"Memo to the Superintendent" (from His Secretary)

September 2nd, 1942.

"Mr. Scrivener: Mrs. Watt of called to report that Miss Johnston of the coat department (fourth floor) had shown her outstandingly good service with regard to a coat she bought today. —E. E."

* * *

The broad shoulders of our superintendent carry a varied load of "grief" and responsibility during a busy day—that's inevitable with the superintendent of any great departmental store. However, it is incidents like the foregoing that help lighten the load and keep EATON'S reputation for good service at its proper elevation.

* * *

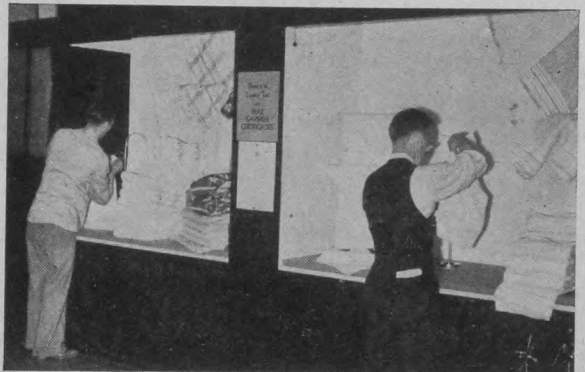


Miss M. Johnston

This is but one of many reports received from both city and country customers in appreciation of Miss Mayme Johnston. It must indeed be deeply satisfying to this Eatonian to realize the many friends she has made by her high calibre of service.

Before the Big Event

Here's a surprise for Dave Johnston (left) and George McMillan (211 department.) A passing cameraman snapped the boys while they were intent on arranging displays in the time office annex—a prelude to the big September blanket and bedding sale.



Good Deed Radio Club Aids War Funds



Top—Enthralment! Two thousand two hundred Winnipeg school children attend season's premiere of Good Deed Radio Club.
Left—The Elgar Choir—"singing for victory." Right—Waiting for the doors to open.

The 1942 premiere of **EATON'S** Good Deed Radio Club opened Saturday morning, September 19th, when 2,200 singing, cheering boys and girls, representing 52 Winnipeg schools, packed the Capitol theatre to attend a broadcast in aid of the sale of war stamps.

A feature of the broadcast was the Elgar Junior Choir, of Vancouver, which was touring Canada at its own expense, "singing for victory," while Good Deed members also contributed sparkling numbers.

* * *

Now in its fourth season, the **EATON** Good Deed Club membership comprises more than 10,000 boys and girls. In the past three years 500 children have participated in broadcasts in addition to four choirs with an enrolment of 400 members. To date, 20,000 letters have been received, thousands of them recounting good deeds. From these letters a weekly award is made for the best good deed, the prize being a \$10.00 War Savings Certificate.

The **EATON** Good Deed broadcast, which has been adjudged the most popular daytime feature on the air in Winnipeg, will continue each Saturday morning through the fall and winter months.

Good Hunting, Good Neighbours!

A cross-section of the United States is represented in the many letters and cards that have come to **EATON'S** recently asking information about Canada's matchless hunting grounds. These inquiries resulted from **EATON** advertisements run in the September, 1942, editions of American magazines . . . Among others were inquiries from Texas, California, Alabama, Iowa, Indiana, Pennsylvania and North Dakota. Our American neighbours will find a warm western welcome awaiting them at Winnipeg and **EATON'S**.

This charming airwoman is **Grace Spender**, formerly of 5 department, who is now stationed at Toronto with the R.C. A.F., women's division.



Mr. J. G. Whitehead Plans Well-Earned Rest

Veteran Head of Adjusting Bureau Retires After 36 Years of Valued Service With the Company

After completing his thirty-sixth year as an Eatonian on Saturday, October 3rd, Mr. J. G. (Joe) Whitehead, veteran head of the adjusting bureau, has retired from active business and is planning a holiday trip to the "garden province" of Canada—his native Prince Edward Island.

* * *

On the eve of his retirement, Mr. Whitehead was called to the superintendent's office, where, on behalf of the adjusting bureau staff, Mr. B. C. Scrivener presented him with a handsome gladstone bag. In making the presentation, Mr. Scrivener paid a tribute to Mr. Whitehead's long and valuable service with the Company. He also expressed his personal appreciation of Mr. Whitehead's fine co-operation throughout the years.

Responding briefly, Mr. Whitehead thanked Mr. Scrivener and his staff for the kind thoughts expressed as well as their gracious gift. He would cherish the memory of his many fine friendships at EATON'S till the end of his days.

* * *

Born in Prince Edward Island, Mr. Whitehead, who came to Winnipeg some 40 years ago, joined the EATON service on October 3rd, 1906. In his association of 34 years with the adjusting bureau, he became not only an expert "trouble shooter" but a veritable encyclopedia of information about the system and various services of the Company. His reminiscences in meeting the public over the years (could he be induced to tell them) would make material for a fascinating book.

Mr. Whitehead is a man of many friendships and activities. A vestryman of St. Matthew's Anglican Church, he is also a past president of the Maritime Provinces Association, past president of the Assiniboine Lawn Bowling Club and a prominent member of the Masonic Order and the Odd Fellows.

For some weeks Mr. Whitehead has been convalescing from an illness and is now much improved in health. His many friends over the EATON network of stores and in circles outside the store, join in the hope that he may be spared to enjoy many years of well-earned rest.



The "Luncheon Club's" Au Revoir

On learning of Mr. Whitehead's retirement, these boon companions, who meet daily in the cafeteria, had a cake baked in his honour. Mr. Whitehead is at the head of the table and left to right are R. Clydesdale, Matt. Rogers (Mr. J. G. Whitehead centre), R. O'Brien, Rod. Anderton, H. Einarson, A. Lytle, R. McConkey, J. Cheale.

Despite War, Death Benefits Less on Life Insurance in Britain

Although British purchases of new life insurance during 1941 increased 19 per cent over 1940, death benefits paid during 1941 were smaller than in the previous year, in spite of war deaths and increased accidents. This report was released by the Institute of Life Insurance, and is based on a tabulation of the statement of companies doing more than 60 per cent of the British business.

Total death benefits paid in 1941 were 2.1 per cent less than in 1940. They were still somewhat above pre-war totals, being 10 per cent greater than in 1939 and 18.2 per cent above 1938.

The death rate in Great Britain fell last year and the improvement is reported to have continued during the first quarter of this year. This is credited by British leaders to three things: The great will to win, the concerted drive to keep fit, and the high degree of co-operation by everyone in every field, from rationing to the spreading of health services. The results are a tribute to the courage and fortitude of our allies across the sea.

Over all, British life insurance enjoyed an extraordinarily good year and gave another year's evidence of the manner in which this fundamental institution of democracy withstands the shock of war.

—Insurance Salesman Publication.

FOR KING AND COUNTRY!

Proudly we publish the photographs of sixty-six more Eatonians who have joined in the fight for freedom. There are now 1,120 men and women from EATON'S Winnipeg and Western stores on active service—a whole battalion!



D. HOWEY
(102)

S. DEWICK
(167)

V. WILLIAMS
(113)

D. M. MERRICK
(1203)

D. KAY
(104)

J. M. SCOTT
(236)



G. ANDERSON
(146)

F. R. POWELL
(225 W.R.)

J. STEVENSON
(259)

L. McVICAR
(245)

J. S. SALMON
(129)

M. YOST
(122A)



D. C. LOWE
(122C)

H. McDIVITT
(129)

A. B. KLAYH
(248 W.R.)

W. W. MARCUS
(17)

N. R. FRASER
(210)

R. MACLEAN
(249)



H. F. RUSSELL
(Red Deer)

R. WOOD
(122D)

K. R. JOHANNESSEN
(130)

J. D. MACNEILL
(275)

O. D. HARRISON
(207)

E. W. ROGERSON
(166)



J. HOGG
(226)

G. C. HARGRAVE
(101)

W. R. McFETRIDGE
(Medicine Hat)

C. DOW
(119)

M. SIMMONS
(220)

J. C. HACK
(Flin Flon)



J. G. SNIDAL
(160)

E. A. CHURCHER
(248)

W. R. SWORD
(174)

R. E. MAJOR
(254)

J. DONAGHY
(243)

T. ANDERSON
(221)



T. HARGREAVES
(230)

J. JERVIS
(151)

J. G. MEARA
(119)

V. G. MATTHEWS
(230)

E. M. WESTMACOTT
(160)

L. GURNEY
(243)



J. F. EARL
(Yorkton)

J. H. GREEN
(222 W.R.)

J. BINGHAM
(101)

E. G. HONEY
(28)

L. G. McKINNON
(146)

L. MATTE
(220)



C. F. McLEAN
(129)

G. MAGEL
(248)

H. K. YOUNG
(214)

H. ROTHWELL
(1247)

H. CLANEY
(151)

H. R. JONES
(20)



L. GARRETT
(146)

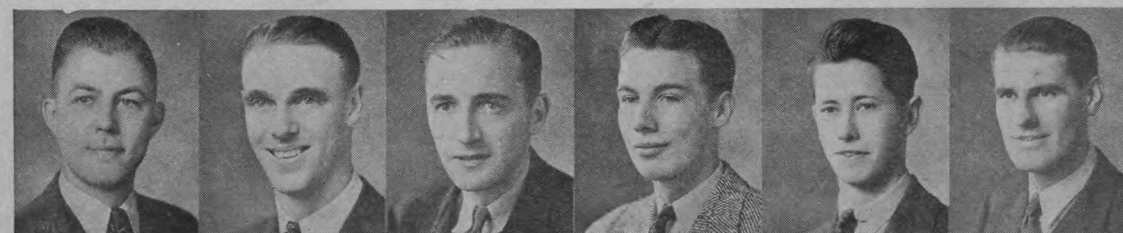
J. H. YELLAND
(221)

M. McRAE
(243)

L. D. WALSH
(174)

E. J. BARNES
(132)

L. J. PATTIMORE
(116C)



M. K. TRENT
(Brandon)

R. M. WRIGHT
(181)

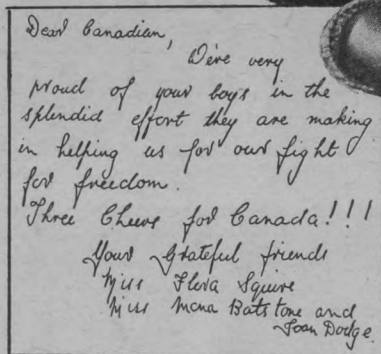
L. J. LEWIS
(248)

W. D. CAMPBELL
(214)

A. J. THOMPSON
(122A)

T. A. CARSTENS
(214)

HANDS ACROSS THE SEA!



"Something in gloves, please." A moment later the speaker, an officer in a Winnipeg infantry battalion, had selected a pair and was fingering the soft, flexible leather. "Why, there's something inside this glove!" he exclaimed to the **EATON** saleswoman. And sure enough there was. Tucked in one finger was a small scrap of paper. When withdrawn by the officer, it proved to be a note from three girls who work in a glove factory somewhere in Somerset.

Both note and glove have been photographed and copies of "Contacts" will be sent to the three English girls in thanks for their brave little message . . . also to let them know that once again Britain has delivered the goods.

* * *

The girls' message reads:

"Dear Canadian: We're very proud of your boys in the splendid effort they are making in helping us for our fight for freedom.

"Three Cheers for Canada!!!

"Your grateful friends,

"Miss Flora Squire,

"Miss Mona Battstone and

"Joan Dodge."

Irene Thorpe Joins C.W.A.C.

Irene Thorpe, office assistant in 5 and 36 departments, lost no time after making up her mind to join the C.W.A.C. Taking her medical on Wednesday, Irene was sworn in on Friday, September 11th, and left the same evening for Quebec, a full-fledged member of the army.

Before leaving, Mr. V. W. Gilmer tendered congratulations on the fighting spirit displayed by Irene, and called on Betty Sutherland to present a writing portfolio and pen and pencil set to her on behalf of her department associates.

Eight

DON'T SELL ME "THINGS"

Do you sell only facts and figures, or do you also appreciate the value of imagination and emotion? We quote from Sears-Roebuck, "Adventures in Salesmanship":

"Don't sell me clothes. Sell me neat appearance . . . style . . . attractiveness.

Don't sell me shoes. Sell me foot comfort and the pleasure of walking in the open air.

Don't sell me candy. Sell me happiness and the pleasure of taste.

Don't sell me furniture. Sell me a home that has comfort . . . cleanliness . . . contentment.

Don't sell me books. Sell me pleasant hours and the profits of knowledge.

Don't sell me toys. Sell me playthings to make my children happy.

Don't sell me tools. Sell me the pleasure and profit of making fine things.

Don't sell me refrigerators. Sell me the health and better flavor of fresh-kept food.

Don't sell me THINGS. Sell me ideals . . . feelings . . . self-respect . . . home-life . . . happiness.

"Please Don't Sell Me Things!"

Deeply bronzed with the sun and wind of Shilo, and looking every inch the dashing artillery officer, Captain Bill Palk, R.C.A. (erstwhile mail order ad) stalked into the store recently. "How about sending me 'Contacts'?" Bill asked.

(O.K., Bill—it's on the way.—Ed.)

* * *

Best of luck to Jimmy Thompson, hardware department, who enlisted with the C.A.D.C. on September 5th. Mr. H. D. MacNamara, head of department, presented Jimmy with a pen and pencil set with best wishes of the boys and girls of 223 department.

Glove Industry of Britain a Marvel of the Day!



Did you know that in spite of blitz and bomb bursts, Britain is supplying the market for gloves that formerly was the boast of France, Czechoslovakia, Belgium, Germany and Japan? It is incredible but true. Britain, while waging war, is writing the most triumphant chapter in the long, colorful history of the art of glove making.

An art it is, where success depends not upon mechanical skill alone, but in skilled fingers and clear eyes that guide the machines. So highly developed is the craft which has followed from father to son that flourishing industries have grown only through generations. Yet in a twinkling of time Britain has increased her output a thousandfold!

The "miracle" is difficult to explain. One factor might well be that Britain, the benefactor, is in turn benefiting from those skilled craftsmen who have sought safety on her shores. Another factor is that, the tariff having been removed, prices are lowered and a wide market is thus laid open. But why Britain has put on steam and filled the breach so quickly is explained mainly in the British people themselves—

in their indomitable spirit, their genius for organization and their imagination in designing gloves that women in Canada and America want. These are gloves that correspond to our way of life and, in accordance with the times, are of the supple strength that must last.

The evidence is in our glove section. There you will see gloves of beautiful quality leather and superb workmanship—gloves that are a significant part of the well-dressed woman's costume. Smooth, velvety fabric gloves, too, that are meeting the demand for good-looking, moderate-priced gloves for street, dress and sport wear.

All this has been accomplished in time of war. With Britain victorious, who can say what the future will hold?

—By Dorothy Dadson.

Doreen Bradshaw Serving in Ohio

Section Officer Doreen Bradshaw, first equipment officer of the Women's Division, R.C.A.F., to be sent out of Canada on active service, arrived in Dayton, Ohio, on September 7th. Miss Bradshaw is on special duty with the R.C.A.F. equipment depot, working with the U.S. Army Air Corps in Dayton.

Her father, Major C. G. Bradshaw, has recently gone to Niagara Falls on military duties in connection with the Veterans' Guard.

Winnipeg Eatonians will remember Miss Bradshaw as a personal shopper in the mail order. "And I found myself doing practically the same job in the women's division," she told a Dayton reporter. It was her job, as a senior equipment officer in Ottawa, to distribute the first uniforms.



Nine Western Eatonians Join the 1917—EATON Quarter-Century Club—1942

During July, August and September the following Eatonians completed 25 years of continuous service with the Company:

1. MR. HENRY W. EINARSON, first assistant, 147 department—July 9th.
2. MISS FLORENCE GATES, 116 department—July 30th.
3. MR. GEORGE M. BOULTER, 206 department—August 20th.
4. MR. FRANK G. WOODWARD, 206 department—August 20th.
5. MR. RODERICK McKENZIE, manager mail order office, Yorkton—August 24th.
6. MR. VICTOR DANCER, head of department 221—August 28th.
7. MR. WILLIAM T. WILEY, 206 department—September 7th.
8. MISS JENNIE (BETH) PALMER, 224 department—September 10th.

* * *

MR. JOHN E. BAL-
LAH, C. & D., EATON'S,
Edmonton, who complet-
ed twenty-five years of
service with the Com-
pany on July 10th.



☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

35 Years An Eatonian



Mr. and Mrs. James A. Reid, snapped in the garden of their home. A pioneer member of the drapery department, Mr. Reid celebrated his 35th year of EATON service on September 17th. Born in "Auld Reekie" (Edinburgh, if you're not of the elect), before coming to Canada Mr. Reid was in the drapery line at Inverness in the Highlands. His entire EATON service has been with the draperies, and today he is a valuable member of the mail order branch of this department.

In his earlier years Jimmy was a keen curler and lawn bowler, but today he prefers the gentler art of gardening. A host of friends around the store and mail order wish him "many happy returns!"

S.O.S.! Send Our Soldiers—Cigarettes for Christmas!



Support the Penny-a-Week Club drive for Christmas Cigarettes!

Let us all give a dime a week from now until the end of October, which is the deadline for cigarette deliveries overseas.

Let us overflow the Penny-a-Week Club this year and make sure that every boy on our secretaries' lists receives 300 cigarettes. This is one of the most important drives we have on the home front.

Christmas cigarettes must be bought, and you are asked to contribute, not for someone you don't know, but for all those boys with whom you have laughed and talked and worked.

If they were home and ill some one of us would care for them; if they were lonely we would comfort them.

They are NOT home and they DO need comforts. A tiny cigarette will bring you closer and give more comfort than anything else. A dime will keep them smiling!

It's Surprising How Penny-a-Week Club Cigarettes Get Around!

A carton we mailed recently found the soldier ill in hospital. From his hospital cot he divided the cigarettes among men from every province in Canada; gave some to a soldier from Temple, Texas, U.S.A., and some to a soldier from Poughkeepsie, N.Y. They all signed their names and addresses on the return letter.

* * *

A post card arrived by air mail from far-off Ceylon the other day, telling of the safe arrival of cigarettes from the Penny-a-Week Club. Soon our cigarettes will be encircling the globe, for it would appear that Canadians are now serving in almost every part of the world—and wherever they are we will find them.

* * *

Penny-a-Week Club members will extend profound sympathy to all the parents, wives, children, relatives and friends of the brave men who gave their lives at Dieppe.

It was our great privilege and joy to serve many of these men with cigarettes and there is many a treasured letter from these heroes on our files.

Thank you all for the very generous support you are giving the various clubs in the store. To those of you who have no special wartime job, may I add, why not offer your services to your floor Penny-a-Week secretary? You can help her and you will find the work most interesting, occasionally intriguing but always very worthwhile. Think it over!—M.R.C.

"Thank You, Vancouver . . .

For Your Lovely Surprise!" Says
the Eighth Floor Mail Order
Penny-a-Week Club

August 15th, 1942.

Vancouver, B.C.

Miss M. R. Cameron,
Penny-a-Week Club, Winnipeg.

We enclose herewith our voucher for the \$15.00 to be used for cigarettes for the boys overseas with the compliments of the EATON'S Bowling League, Vancouver.

Lettie Williams, Treasurer.

* * *

Many, many thanks, EATON'S Bowling League, Vancouver, for your generous gift! It will provide cigarettes for several Vancouver lads on our list as well as for some EATON men, who also will gratefully appreciate your thoughtfulness.

Bomb To Be Dropped in Name of Penny-a-Week Club

Dear "Penny-a-Week" Friends:

Let these few words be but a small portion of my sincere thanks for your kind gift of cigs. There is nothing more appreciated, not only by the Canadians but by everyone I meet on the station, than a good old Canadian cig. They always say, "Thanks, I'll love a Canadian."

I have just been on operations for a short time and have made two trips so far. I am a gunner on one of our night bombers.

Have decided to sign one of our next bombs "from your club" and believe me it will really make a bang, when it hits, that can be heard almost to dear old Winnipeg. Thanks a lot—and carry on, Canada!

Sincerely, Sgt. Ward, E.K., R.C.A.F., Overseas.

Head Start—



Planned as a quick get-away for the young woman of business and wartime busy-ness, who likes her hat shopping brief and to the point, we present the new fourth floor "Hat Bar" . . . conveniently located at the Donald Street elevators. Here you gals will find hats that make you look "new" instantly . . . hats you'll love and the men in your life will love on you! Selections and service, too, are designed to help you make a quick get-away! But don't take a mere man's word for it—see it for yourself!

Twelve

"Town and Country Casuals"

—is the legend over this glamorous new addition to the millinery department, which is designed to make easy the choosing of a casual hat. Featured here are our own Jacqueline hats—lush new felts that you'll wear with an air of bravado, they're that becoming!

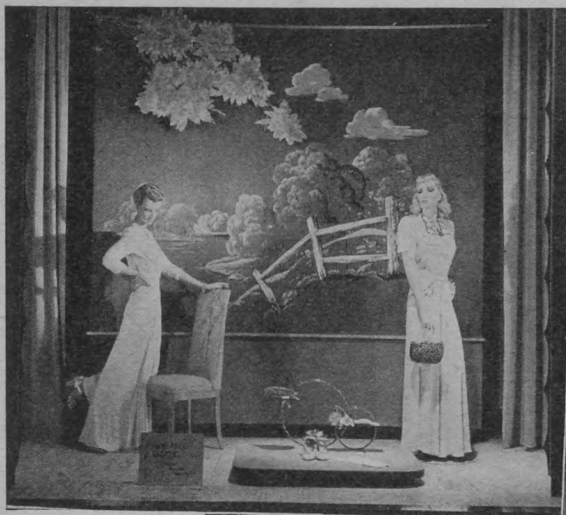
One section of the new counter is devoted to an intriguing selection of flowers and feathers! In two words—complete "hatsfaction"!

Glad Tidings!

Friends and neighbours of Mr. Dave Oliphant (furniture) are ringing his telephone and doorbell to express their happiness over the official news that Dave's son, who was reported missing after the raid on Dieppe, is now a prisoner of war.

"Priority Smartness"

—as dictated by a wartime economy, was the theme of EATON'S fall opening windows—two of which we present here:



Born of government restrictions, there's a simplicity of line and design to the new clothes for fall . . . You'll welcome the lean, lithe, flattering silhouette.

Photographs by
Mr. E. P. Rayment,
1208 department.

◇
The new coats
are shorn of ex-
travagance—
but clean-cut
and purposeful
for your busy
life.
◇



Mr. Tom McBryde Honoured

A happy little ceremony took place in the men's hat department the other day, when, on leaving the hats to become head of department in the men's clothing, Mr. Thomas McBryde was presented with a pen and pencil set as a token of remembrance. Mr. Gilbert Eaton, group manager, did the honours on behalf of the department.

In thanking the staff, with whom he has been associated for the past twenty-eight years, Mr. McBryde bespoke for Mr. Eaton the same splendid co-operation which he (Mr. McBryde) has always been afforded.

Congratulations to Captain Mogridge!

Word of the promotion of Lieut. J. L. Mogridge to the rank of captain and G.S.O. 3, 3rd Canadian division, has been received by his wife.

Before enlisting, Captain Mogridge was first assistant in the furniture department of our Lethbridge store. He went overseas with the 13th Field Regiment, R.C.A., in July, 1941.

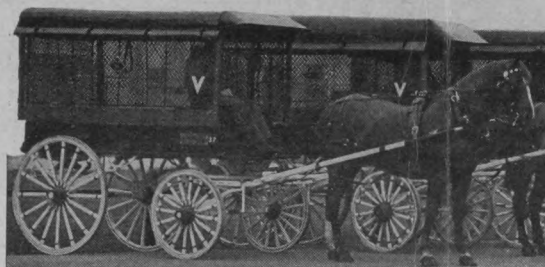
Autumn Shadows



" . . . Some call it Autumn,
and others call it God."

A camera study by Mr. W. J. Keeler.

THE HORSES ARE BACK...



The EATON delivery service now has 28 horses in duty, 11 of which are seen in the picture.

(We are indebted to Mr. Clayton Tucker, head of the delivery, for this article.)

In February, 1939, an article appeared in "Contracts" under the caption of "Time Marches On," and little did we think that in 1942 the hands of the clock would be so completely reversed. The story of their GOING had its interesting features, but the story of their COMEBACK is even more interesting. That poignant note of regret, so noticeable when they went away, is missing.

The manner of procuring these horses, the weeks of careful inspection, to find worthy ambassadors to carry on the well-known traditions of the Company, the miles that have been travelled—all these are a story in themselves which would take more time and space to relate than we have at our disposal.



Howdy, Folks!
"Wren," 5-year-old standard bred bay mare, and sleek as silk!

And not the horses alone, but the hundred-and-one details connected with a reintroduction of this kind—the harness, the wagons, the stables, the stable equipment, and the education of these horses to a type of work so distinctly different to anything they had hitherto experienced—was a big job but, withal, a most interesting one.

Writing these lines, one cannot help thinking what a source of pride and joy this occasion would be to our late friends and former managers of the delivery department, Mr. Arthur Newman and Mr. Herb. Steen, who spent so many years in close association with conditions similar to those to which we have now reverted.

No Sugar Ration Card For Horses!

As related in the advertising pages of the local newspapers, "Peacock" was the first horse back, and a very fine specimen he still is, reflecting not only the good treatment he has received during the three years he has been away from us but a reflection also of the care that was taken generally in finding good homes for the horses which we were so reluctantly compelled to let go. The city streets were no longer either safe or comfortable for them to operate.

Just now, "Peacock" is pulling No. 7 route, Driver Reg. Williams, and as he stands at his bunk awaiting the signal to "go," he appears to have only one regret. He is not eligible for a sugar ration card, and just how can a horse get lumps of sugar without it? Kind of tough on him, but he appears to thrive just as well on candy, and a little nip off a plug of tobacco serves as a nice little change once in a while.

* * *

In the matter of harness, it has been a case of patient hunting, repairing and remodelling. As with the wagons, EATON delivery harness is a standardized article, and many ingenious devices have had to be resorted to to get sets built up approximating the kind formerly in use. Commencement had to be made from the ground up, because not a halter-shank, nor even a wagon-weight, remained.



Side View of the Stables—a former riding academy; its grounds now beautifully landscaped. Silhouetted against stables is "Clipper" being led by Jim Roberts.



The EATON delivery service now has 28 horses in duty, 11 of which are seen in the picture.

The wagons in the Company's familiar red, white and blue colors reflect credit on Mr. Jack Smith and his staff of wagon and truck painters. During the three years since we mechanized, these wagons found their way into some of the strangest places, and have been placed to even stranger uses. For instance, one of the best looking wagons on the street today was gathered together from places located many miles apart. The top was being used as a chicken coop by a farmer some miles west of the city, while the gear was hauling firewood for its owner east of Selkirk. Whilst the gear and the top were thus gainfully employed, the box or body portion of the wagon was filling a big hole in a fence, keeping cattle from straying onto the highway.

We print herewith pictures of some of the ingredients out of which the repair men have been resurrecting the wagons you now see on the streets of our city. Some of these wagons never had a "roof over their heads" since they left us, and we leave you to imagine the imprint that three Manitoba summers and a similar number of winters can make on an unprotected paint job.

Last of All We Mention the Stables

When the horses "went," a sizable reconstruction job soon converted their former home into a modern warehouse, now known to us as Warehouse No. 3. That was one place where we were unable to stage a comeback. We had to look for pastures new, in a city that had converted most of its desirable stable buildings into garages. After much searching, a building was discovered on Pembina highway. This was formerly a riding academy, but when found it was being used as a chicken hatchery—all the horse stalls, hay racks and mangers were gone.

EATON Carpenters and Painters Make Transformation—Mr. S. Blenkhorn did a fast reconstruction job, converting the hatchery into a modern stable even as the word came down from the west that the first consignment of horses was already en route. Jack Morrison, too, dug in with a will, and by the time the horses were taken off the train on the morning of July 1st, these two gentlemen, with their respective carpenter and painter staffs, had literally "pulled the rabbits out of the hat" and had the stable ready to receive them.

EATON wagon gear and boxes were found in various parts of Manitoba.



Same wagon gear in process of being repaired. Note tire gone from front wheel—this means a return to steel tires.

Grounds Are Landscaped

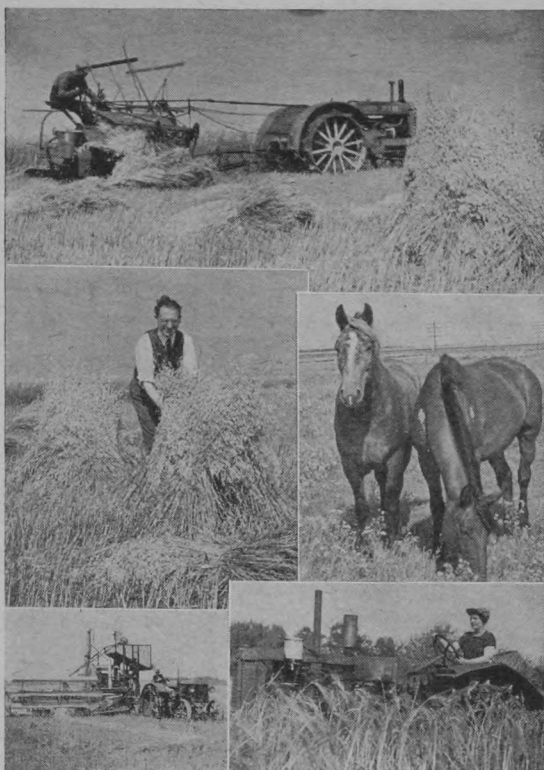
The building itself has received a coat of white paint, the roof a coat of black, and the surrounding grounds, which lately could boast of nothing more than turbulent tufts of quack grass, stones, refuse and what have you, now have a lovely triangle of lawn grass, dotted here and there with flowering plants and shrubs. The whole lot is enclosed in a border of large whitened stones, which look good in the daytime but even better at night. Situated at a turn in the highway, the headlights of passing cars illuminate the building and grounds very prominently.

Today **EATON'S stables**, Pembina highway, are the nightly mecca of scores of people interested in horses, many of them customers from the routes the horses are now serving. Amongst the frequent visitors are our general manager, Mr. R. S. McCordick; Mr. R. M. Pinfold, Mr. B. C. Scrivener, and many others. We should be remiss if we failed to mention a visitor who comes over every night he is in the city, often ac-

(Continued on Page Sixteen)

Grooms—Left to right: Jim Roberts, Bob Houston, Tom Rogan, Jack Blake (head groom), Jack McClellan, Ed. Anderson, Jack Speed.





"Manitoba Harvest"

"Wisdom and Power and Goodness
Meet on the Bounteous Field
of Wheat"

Three Pictures by Mr. D. Shores
(137 department)

Top—Combine in a fat field at Rosser.
Left Centre—Mr. P. F. Morgan (picture
framing) shows the well-filled
sheaves.

Right Centre—Day of rest.

Lower Left—Another combine view, by
Mr. P. F. Morgan.

Lower Right—Mary Bell (fruits) is seen
running the combine on the family's
farm at Basswood during her holi-
days. Miss Bell is also a St. John
Ambulance nurse. Busy girl, Mary
Bell!

A copy of the "Crow's Nest"—a
12-page naval publication from Hali-
fax—has reached our desk. Its title
page tells that the "Crow's Nest" is
published monthly by H.M.C.S.
"Cornwallis."

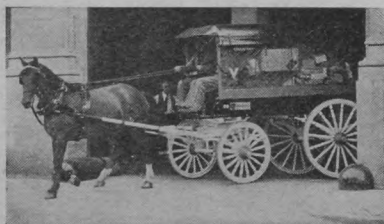
On looking down the long list of
officers and ratings who steer its
course, we are delighted to see the
name of our old friend and associate,
"A/B Joseph Trainor, R.C.N.V.R.,
circulation manager." Before enlist-
ing, Joe worked with us on the city
advertising staff. Evidently his tal-
ents are well employed, for the
"Crow's Nest" is bright, breezy, in-
formative and as salty as a naval
sheet should be!

The Horses Are Back

(Continued from Page Fifteen)

accompanied by his wife and daughter, Mr.
W. B. Pickard, to whom much of the suc-
cess of this enterprise may be credited.

The horses themselves, all carrying new
wartime names, like "Pilot," "Wings,"
"Fortress," "Bomber," etc., in red on a
white ground on their individual stalls,
appear to have taken very kindly to their
new surroundings. Eleven of them are
now doing their daily run on regular de-
livery, and it will not be long before that
number is considerably increased.



9 a.m., July 25th, when EATON'S
returned to horses. First horse out.

Soldiers' Wives

This quar-
tette of for-
mer Winni-
peg Eaton-
ians met in
Truro, N.S.,
and had an
outing at
Victoria
Park. Their
husbands are
all overseas
with the 10th
Armoured
Car Regi-
ment.



In centre is Edith Greaves (nee Cropp, for-
merly 210); at right, Jessie Barclay (nee
Reynolds); left front is Ruth Rae, and back
of her Yvonne Robb, sisters and formerly
cashiers.

A Letter From Private George Resch, Pictou Highlanders, Halifax (formerly mail order salesroom)

The T. Eaton Co. Ltd.,
City Advertising Dept., Winnipeg, Man.

I wish to take this opportunity to express
my thanks for the copies of "Contacts" which
you have sent me.

Indeed one is anxious to hear about current
events that take place in the store, and I find
"Contacts" the ideal medium for that. Might
I add that I look forward to receiving these
copies in the future and may they be for-
warded to my new address?

(Thanks for writing, soldier. . . . We have
noted your new address.—Ed.)

Blind Boy's Achievement



"My soul is full of
whispering song,
My blindness is my
sight;
The shadows that I
feared so long
Are full of life and
light."

—Alice Carey.

ring with a substantial clear vibration. Thank you very much for your splendid work. The machine is now able to give better performance than its operator--it is like the modern Fighter, the maneuverability of which the engineers have developed to a point passing the endurance of the pilot and the ingenuity of his doctor.

My prayer and determination is that I may make the efforts you have expended on my behalf worth while.

May God bless you and make you conscious through all the dark days that lie ahead, that He is working out His purpose of redemption for humanity, and that He is waiting to receive His erring sheep.

Ambition burns like a flame in the breast of Erol, blind son of Tom Hembroff, mail order sporting goods department. When war broke out, Erol's fondest hope was to do a man-sized job for his country. Realization came the other day when he stepped off the train at Ottawa to take a position with the Department of Munitions and Supply.

* * *

To make the grade took clear grit!

The job for which Erol applied required that he be able to type—and type fast. His only teacher was his father and "I knew less than nothing about a typewriter," confesses Mr. Hembroff, Sr. But what these two lacked in knowledge they made up in faith, loyalty to each other and the will-to-do. Erol passed his typing exams and then trained himself to be a dictaphone operator.

A sample of his fine typing is shown above. It is from a letter of thanks he wrote to Frank Heath of the EATON typewriter repair, who cleaned the blind boy's typewriter and made the bell ring louder.

* * *

Blind from birth, Erol, now 22, went through public school as a sighted child and passed with honours. Now in his third year arts, he is moulding his life for the ministry, which he plans to enter after the war.

Who can doubt he will succeed?

Pennies Preferred

"Flowers are nice, of course, but pennies are more practical since our soldiers need cigarettes so badly," say Chris. Steele and Pauline Boaler, who operate passenger elevators in the mail order.

It seems that the gals are both so well liked by their passengers that the latter have been bringing them a bouquet of garden flowers each morning. Thereupon Chris. and Polly improvised flower holders in their cars, to give them the feminine touch. "When some of our passengers started dropping in pennies among the flowers for the Penny-a-Week Club we thought it a swell idea and have kept it up. As you can see, there's hundreds of pennies in the bottles now."

More power to your pennies, Chris. and Polly!



Previously Reported Killed, Now Reported Missing



Lieut. Alex. F. Dawson, signalling officer, Camerons, and a member of the radio department staff. Alex's associates and many friends around the store join with Mrs. Dawson in fervently hoping for news of his safety.

* * *

Safe and Well!

Smiling happily, the mother of **Corpl. Kenneth Smith** dropped in to tell "Contacts" that her son had returned safely after the deadly raid on Dieppe. A former member of the adjusting bureau staff, Ken has been overseas since 1940.



* * * * *

Previously Reported Missing, Now Prisoner of War

Lieut. Herbert Kent, signal officer, Camerons, First Battalion. Bert is a member of the hardware staff. His widowed mother is Mrs. Eva Kent, china department, who all along has expressed the firm belief that her boy was not missing but taken prisoner.



* * *

On Embarkation Leave

The other day **Lieut. Tommy Hill** (202), Armoured Car Regiment, dropped in from Brockville, Ont., to say au revoir; also **Lieut. Jimmy Budd**, R.C.O.C. (236), and **Platoon Sergt. Reg. King**, Winnipeg Grenadiers. Reg., by the way, is carrying about twelve pounds extra weight—and liking it!

Bon voyage to these three soldiers—stout fellows all! Watch out, Jerry!

Wounded at Dieppe, Bernie Moody Nearly Well Again!

Wounded in the arm and leg by shrapnel at Dieppe, **Platoon Sergt.-Major Bernie Moody** (printing department) now is nearly well again and expects to be ready for further fighting soon. These commandos are tough hombres!

The following are excerpts from Bernie's recent letter to his wife and daughter:

"At present I am in hospital but I am not as badly off as some of the boys—just shrapnel in my arm and leg. Please don't worry too much. I guess by the time you receive this letter I'll be up and ready to go at them again.

"The day we got back I was given the two lovely parcels you sent me and the 1,000 cigarettes. Thanks a million, dear; I sure needed them—and boy! it didn't take us long to finish them—the cigs and parcels.

"Don't worry, I'm all right. But I must say I consider myself one of the luckiest guys in the world to have been able to get back alive. Now I believe in miracles.

"P.S.—Let Mr. Tennant know about me and he can tell the gang at work. They have been doing a good job for the boys over here, and even at a time like this we never forget."

* * *

Incidentally, when this picture appeared in "Contacts" of August 31st, Mr. Dave Oliphant (228) recognized his son in the group—third from the reader's right in front row. Mr. Oliphant is now anxiously awaiting further news of his boy, who is reported missing in the Dieppe raid.



Front row, second from left, **Platoon Sergt.-Major Moody** (1203) is seen in commando fighting kit.

"A Record to Be Proud Of"

On Saturday morning, September 12th, Miss Ami Banham arrived to find her telephone position gaily decorated with flowers and streamers in honour of her leaving to be married to Mr. Russell Sutherland. A presentation was made of a white candlewick bedspread and twenty roses, which represented her twenty years' service with the Company, terminating September 8th.

Mr. Boorman, in making the presentation on behalf of the department, stated that it is with regret we say good-bye to Ami, who has so efficiently discharged the duties that are required by a T. EATON Company telephone operator. He added that if Ami made as good a housewife as she did a telephone operator, it would be a perfect love nest. Mr. Boorman also remarked that during the eighteen years she had been with us as an operator, he estimated that Ami had answered over twelve and a half million calls!

* * *

Paige-Hiles—The marriage of Hilda Edith, only daughter of Mr. and Mrs. D. H. Hiles, and Mr. Cyril Douglas Paige, hardware department, eldest son of Mr. Walter Paige, of the EATON printing plant, and Mrs. Paige, was solemnized August 29th in the chapel of all Saints Anglican Church. Rev. G. A. Harris officiated. Sergeant Pilot Stanley Jackson, R.A.F., Weyburn, Sask., cousin of the bride, attended the bridegroom.

* * *



On August 22nd, 23 department bid farewell to one of the most popular members of the staff when Miss Ruth Chatfield left to make her home in Toronto.

On behalf of the staff, Mr. Harding presented Ruth with a handsome Parker pen and pencil set and with it the best wishes of all. Her cheery disposition and sunny smile will be missed by all.

* * *

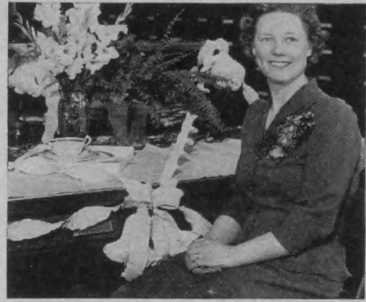
Saturday, September 5th, marked the last working day of Miss Ethel Fuller with 202 office, who left to be married to Mr. Andy Sheedy on September 16th. The staff presented the bride-elect with a handsome rose-colored comforter. Among other gifts received from her many friends throughout the store, Miss Fuller was also presented with a beautiful corsage of spring flowers and a bouquet of carnations from her associates.

With Miss Fuller went the heartiest wishes for her happiness in the future as expressed in a poetic tribute from 202 department (which regretfully we hadn't space for.—Ed.)

* * *

Miss Florence Lindsay, telephones staff, left on August 29th to be married on September 12th to Mr. John Edgar Norris. On behalf of her associates, a presentation of a trillite lamp from the department was made by Mr. Boorman, who wished her every success in her new undertaking.

The many friends and business associates of Miss Margaret Stewart, department 19, and Bill Stewart, of department 7, extend their most sincere sympathy at the sudden passing of their mother on August 25th.



Halldorson-Magnusson—Madeline Magnusson and Frank Halldorson, two well known and highly popular Eatonians, were wed on Wednesday, September 23rd, at First Lutheran Church.

As a member of the correspondence staff for some years, Madeline enjoys a wide circle of friends throughout the store, while Frank is with the general audit.

On leaving Madeline was presented with a number of lovely gifts, including a dinner set from the general office and a coffee table from the correspondence staff.

B-R-R-R! IT'S COLD!

Don't Be Caught
Without the Protection and
Comfort of Your Fur Coat



The Fur Section will be grateful to Eatonians whose coats have been placed with EATON'S for summer storage if they will make arrangements as quickly as possible for their removal, and thus simplify their delivery.

Have your coat on hand
for the first cold weather!

Deliveries are limited under the Wartime Prices and Trade Board, and in order to avoid disappointment the Fur Section asks your co-operation.

IT'S TEA TIME SOMEWHERE IN ENGLAND

(See explanation on opposite page)



It's Tea Time Somewhere in England

(About the picture on opposite page)

"Gee, what a surprise!" said Pte. G. Marr, a Toronto Eatonian, who found himself being served with tea from the Tea Car "Eatonia," which was presented to the Y.M.C.A. War Services Overseas by Eatonians in the Hamilton store. The car was fully equipped when it was presented to the "Y." It cost \$2,500.00, the entire sum having been donated for this purpose by Hamilton Eatonians.

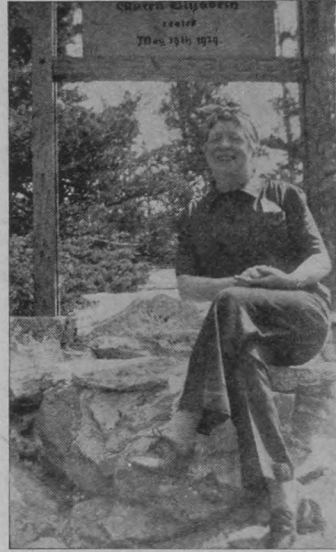
Nowhere is the Tea Car more welcome than at the lonely gun sites which many Canadians are manning.

In the lower photo on the opposite page, three Eatonians, stationed at a gun site that already has a German raider to its credit, enjoy a very welcome cup of tea from the "Eatonia." From left to right (foreground) the Eatonians are: Gunner R. Tennant, of Montreal; Pte. J. Bunting and Pte. H. Holmes, both from the Toronto store.

"Judging by their happy smiles and contented appearance," says **EATON'S** Hamilton Bi-Weekly, "we feel quite safe in saying that our tea car is rendering inestimable service in the Old Land."

Cut by courtesy of **EATON'S** Hamilton Bi-Weekly

Where Majesty Rested



When **Queen Elizabeth** rested here on May 29th, 1939, during the Canadian tour of Their Majesties, little did she realize that a bare three months later the world would again be plunged into war! **Mrs. Lossie Callahan** (236 WR) is seen resting on the same spot (which is on Tunnel Mountain, Banff) during her vacation in July.



Wheeling To Work Is Fun!

No crowded street cars nor wartime transportation difficulties for these gals . . . they ride to work under their power—and like it! "Sure it's fun!" they say. "It's more economical, too; and think of the healthy exercise, the great gulps of fresh air we get!"

That goes for the men, too. All told, some four hundred Winnipeg Eatonians are now wheeling to work. Pictures show the spacious bicycle parking ground provided by the Company, without charge. Inset is **Mr. George Hargreaves**, attendant, who keeps a watchful eye on the bicycles as well as on the safety of their riders in and out of the parking lot.

Yes, wheeling to work is "nice work if you can get it"—the bicycle, we mean!

OVERSEAS MAIL

It Happened at Crewe

"Truly it's a small world . . ." writes Mr. George Lockett, Crewe Arms Hotel, Crewe, England, to his brother-in-law, Mr. Ernest O'Dell, mail order shipping. Mr. Lockett goes on to tell about meeting a passing troop train at the railroad station. "I thought they were Yanks, but when they got out to be fed, I saw they were all Canadians. I was speaking to an officer or two, who said they came from Winnipeg. One of them, when he heard me mention Eaton's store, pricked up his ears and came over to talk with me. It appears he worked at Eaton's before joining the army. We had a few minutes cheerful and happy conversation and then as the train started to move on we shook hands and wished each other the best of luck. The train went on with us waving each other good-bye.

"The officer's name was Harold Mogey (Capt.) I told him I had a letter written to you but not posted, so I should put our meeting in as a postscript."

* * *

Crpl. Frank Lamont, R.C.A.F. (formerly city ledger), in a letter to Mr. B. C. Scrivener, adds:

On my visit to Edinburgh I had the privilege of attending the General Assembly of the Church of Scotland as a delegate from the Winnipeg Presbytery. . . . It gave me the broader view of what the Christian Church is doing in the world today and afforded me the opportunity of meeting some interesting personalities. Canada was well represented at this assembly, for among those attending was your old friend, Bishop Wells.

When in London last week I met another friend of yours in the person of *Capt. T. W. James. I happened to be standing outside Canada House along with several hundred other people waiting to see the Queen, when I looked up and saw Capt. James. The captain was interested in hearing about many old friends in Winnipeg, so we had quite a busy time comparing notes while we waited for a glimpse of that gracious and charming woman—our Queen.

*Captain James was formerly bandmaster of the crack P.P.C.L.I. band in Winnipeg. His son, Lieut. Don James (249 department), is now on embarkation leave.

JUST ABOUT KIDS

(See opposite page)

"And form so soft, and charms so rare . . ."

It is the future of these and thousands of other healthy, happy, adorable young Canadians that our soldiers are fighting for. Let us remember that when, what with rationing, taxes and war savings, the going gets a bit tough. If these children are worth fighting for, they're worth saving for! Selected at random, their names are:

1. **Richard**, 5-year-old son of Mr. Claude Botting, head of factory department 1206 (drugs and perfumes.)
2. "Gee! Did you hear the good news? My daddy's found" says **Beverly Ann**, daughter of Lieut. Bert Kent (hardware) and granddaughter of Mrs. Eva Kent (china.) Beverly is a year old and her daddy hasn't seen her yet. He was reported missing after Dieppe but is now a prisoner of war.
3. Introducing **Ronald Norman**, 8½-months-old son of L/AC C. E. Hutton, R.C.A.F., and Mrs. Hutton. Mother was Miss Marjorie Bristow, sales audit. Granddaddy (and proud as Punch of the fact) is Mr. R. H. Hutton, first assistant, sales audit.
4. The devastating **Mary-Lynne**, 23 months, daughter of Mr. Rod. Burgoyne, merchandise display.
5. **Heather** is 2½ and **David** 5½ years old, children of Mr. Joseph Sigurdson, mail order sales room.
6. "A couple of little birds," sort of—**Lynne**, 6, is minding her baby sister, 2-months-old **Margaret**. Daddy is Mr. Jim Bird, transportation.
7. **Audrey Joan** is 15 months young, daughter of Mr. Hugh Caldwell, sales audit. Mommy was Ann Dickie (grocery parlour.)
8. **Teresa Dale**, 6 months. This little lady's daddy is sailorman Jack Brownrigg, R.C.N., now stationed at St. John, N.B. Before enlisting Jack was a parcel inspector with 147 department.
9. A "regular fella" is **John George**, taken in July when 13 months old. Daddy is Harry Jacques (tea and coffee blending); mother was Thelma Block (fruits.)
10. Brotherly love. **Barry Tait**, edging on 3, and his wee brother, **Russell**, 18 months, grandsons of Mr. Sam Hoey, fire protection. Mother was Effie Hoey (parcellers.)
- 11 and 12. Howdy podner! **Jim** (3) and **John** (7), two happy handfuls of Mr. Gus Brownrigg, furniture department.
13. Last, but by no means least, we present "Tarzan" (according to daddy) or **Robert Ivan**, 20-months-young son of Mr. Harold McCausland, head of department 513 at Brandon.

Heroes of Hong Kong

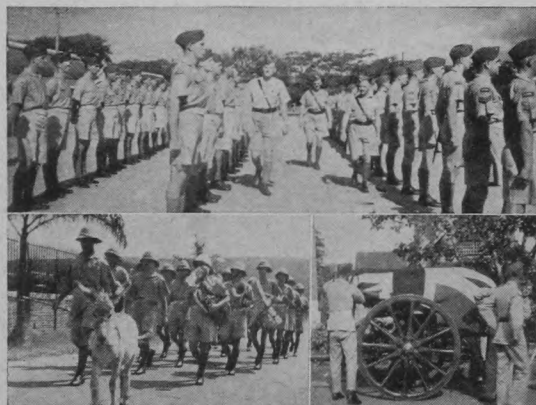
Three views of the Grenadiers during their sojourn in Jamaica. Practically all of these men were later in the heroic siege of Hong Kong.

Top—The late Lieut.-Col. (then Major) Sutcliffe, centre figure at rear, taking over garrison command from Colonel Kay.

Lower Left—Grenadiers band on a route march, led by the regimental mascot, "Penny."

Lower Right—"Last Post."

Pictures from the album of Pte. Frank Numas (270), who was invalided home with malaria fever.



Just About Kids



For description of pictures see Page Twenty-Two

"And So They Were Married"



1—Mrs. Russell Sutherland (inset) (nee Ami Banham, telephones) with a group of admiring associates at the presentation event in honour of her forthcoming marriage.

2—Mrs. Stanley Soper (nee Emma McCammon, third floor health bar). Miss McCammon was married to Mr. Soper (a member of the North Main foodateria) on Saturday, September 12th, at Sparling Church manse, Weston.

3—Mrs. Angus McDonald (nee Jean Bruce, 113 department) standing at her desk, which is covered with gifts and flowers.

4—Mr. and Mrs. Cyril Paige leaving All-Saints' Church following their marriage on Saturday, August 29th. Mr. Paige is with the hardware department.

5—Mrs. Arthur Chalmers—The marriage of Miss Ellen Whittlede to Mr. Arthur Chalmers was solemnized on Saturday, September 19th, at St. Paul's United Church. On leaving, Miss Whittlede, who was a member of the freight shipping depart-

ment, received lovely gifts of silverware and china from her associates. She was also tendered a dinner by girls of her department.

6—"Another good cashier lost to matrimony"—thinks Mr. L. E. Summers, as he regretfully shakes hands with Miss Alma Reid, a top-flight cashier with EATON'S for eighteen years. Miss Reid's marriage to Mr. Jack McElroy was solemnized on Saturday, September 19th, at St. Ignatius Church. "Al" was presented with a lovely silver entree dish by her department. There was also a breakfast party in her honour. At this event, which was held in the grill room by a group of friends, "Al" received a charming bedroom lamp as a token of remembrance. A host of friends around the store join in wishing her loads of happiness!

7—Mrs. Andy Sheedy (nee Ethel Fuller, 202 office) seated at her desk, which is gaily decorated with wedding gifts from her associates.

"Entre Nous" Editor



Doubtless Don Kelloway, editor of our Montreal store's sparkling little publication, "Entre Nous," will be wondering where the heck "Contacts" purloined his picture—but that, friend Kelloway, is a dark secret!

A former member of the Montreal Masquers Concert Party, Don's leisure hours (does an editor ever have any?) are now devoted to soldiering in the reserve army.

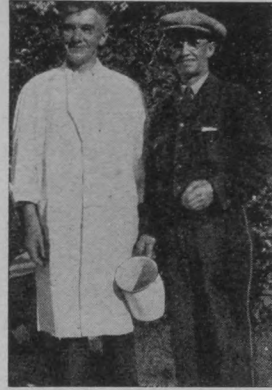


By Heck!

The "farmerette" in overalls is Miss Edith Pritchard (113) and her companion, looking equally rusticated, is Mr. Lawrence Doying (refrigerators), taken on their holidays at Oak Point, Man.

We note the fourth finger of Miss Mary McPherson (novelty counter of 212), exceptionally bright these days. Wonder if Morris King of 214 knows the answer?

Helping on the Home Front



Doing their duty on the home front are Arthur Kalb (229) and driver George Scullion (151.) These two Eatonians did yeoman service at the picnic for Winnipeg's blind folk, recently held in Assiniboine park. And you can see how much they enjoyed it!

Stationery But Not Stationary—Double congratulations to Mr. G. Laing, formerly 212 department, who left to take over his new position in our Yorkton store. George was married on Thursday, September 3rd. Best of luck, "Mr. and Mrs.," and may you enjoy your new home in Yorkton!

Two popular employees of 212 department recently left for other positions. Miss Hazel McLeod joined the staff of the Singer Sewing Machine Co., and Miss Mabel Forrester has been accepted as a stenographer at Washington.

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105-106A lost one of their popular junior members on Friday, August 21st, when Miss Alice Papson left to become the bride of Mr. Gerald Lilley. Both offices extend best wishes for their happiness.

Toothache?

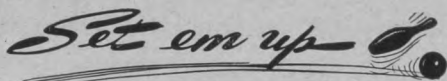
Not at all! This otherwise attractive young saleswoman is merely annihilating her daily chew of gum. Not a very common sight



at EATON'S, thank goodness! Like many other things, chewing gum has its place. When used by those serving the public, however, it is certainly bad form. The gum-chewer probably does not realize how offensive the practice is to some people . . . many consider it cheap and ill-mannered.

* * *

"What a rare gift is good manners! Better . . . to possess them than wealth, beauty or talent."—Bulwer Lytton.



AWAY WE GO!

Off to a New Season, the Big EATON Bowling League
Will Again Contribute to War Causes



EATON'S Mixed Five-Pin Club sprang into action for the new season when 56 teams consisting of 225 members started the ball rolling at the Bowladrome, Recreation and Bowlerly alleys on Tuesday, Wednesday and Friday nights, September 15th, 16th and 17th. The bowlers' new president, congenial George Firth, welcomed the old bowlers and extended greetings to the newcomers. In organizing for the present season's activities on the driveways, the EATON Bowling Club will continue its policy of the past seasons and make contributions to war causes. It will be recalled that substantial donations to the "V" Bundles of Manitoba, the EATON women's group of the Canadian Red Cross and Navy League of Canada, as well as contributing a large quantity of cigarettes to ex-bowlers overseas was the achievement of this club last season.

* * * * *

Candid Camera Snaps by Greg. Johnston on the First Night's Play

1. **Monarchs vs. Rookies and Doodits vs. Dazzlers**, with Wally Wiggins at the score board. You will recognize such famed personalities as Lorna Skinner, Alex. Topp, Margaret Culloch, Foster Fisher, Grace Osborne, Herbie Graham, Chris. Murray and Evelyn Lewis.
2. **Stragglers vs. Pinnochios**, with Len Baker scoring and Bill Stewart eyeing 'em over in the background.
3. **Troopers vs. Denuts**. Syd. Gerrard, secretary of the club, about to deliver the first ball. The man who apparently does not want his picture taken is Jack Carnegie. (Inset: President George Firth at the scoreboard.)
4. **Commandos vs. Bingos**. A swell action photo of Lloyd Waddell. What form!
5. **Jeeps vs. Selects**. The Jeeps are a new mail order entry, mainly from the cash cage. The Selects are a new entry from the store. It is hoped that both teams will have a swell winter's recreation.
6. **Majors vs. Pantie Waists**. Winnipeg girls have a reputation for their smart appearance. Here is the proof. The man with the ball is George Niven, of the basement china.
7. **Hurricanes vs. Defiants**. Charlie Williams, who is more familiar to us in morning dress as a floor walker, is on the bench holding a ball, and the athlete who is about to wind up is Bill Patterson.
8. **Roughriders vs. Remnants**, with Skippers and Pat's Punchers checking things over.
9. **Undies Club vs. Jerks**, with Bill Spearman, the Jerk, who is about to deliver the ball. (Inset: The benevolent-looking elderly chap at the scoreboard is the former president, George Robinson.
10. **Leathernecks vs. Mixers**, with Eagles and Hawks hovering in the background. The Leatherneck sitting on the bench is none other than Gordon Angus, who was at one time one of our prominent ten-pin bowlers. "Little Caesar" Stacey is at the extreme right.
11. **Head Pins vs. Scotties**, with Rockets and Gliders getting a few pointers. Bill Patton is warming the scorer's seat and the gentleman sitting down at the end of the bench is not Humphrey Bogart but George Nesbitt.
12. **Capitols vs. Huskies**. Elsie Grant is the member at the right, but we cannot state just what step she is describing.

Jack Wood Makes Hole-in-One

The yearly growing but still very select company of **EATON** golfers who have a hole-in-one to their credit moved over to make room for a new member, Wednesday, August 19th. The shotsmith was **Jack Wood**, general office, who was battling it out at Windsor with his office pal, **Jack McGavin**, when the near miracle happened. The locale was Windsor's tricky 130-yard tenth, with Seine river midway 'twixt tee and cup. Jack did it with a No. 6 iron, and has but one regret—that he couldn't see the ball actually drop in, as the green is just out of sight of the teeing ground. However, he knew from the commotion up there that something exciting had happened. When he found he was the author of an eagle ONE he blushed modestly and called it luck. Apologies to Jack are in order from "Contacts" roving golf reporter, who was on the 18th tee, a matter of a few yards away, when the whole thing happened. Cross-examined by ye editor as to why he did not at once turn in an eye-witness story for "Contacts" long e'er this, he now offers the lame excuse that he was so worried about getting over the Seine himself (so as to avoid going over 100 for the 18 holes) that he "forgot." Sounds fishy to this office, but said reporter has asked for "another chance" and we have reluctantly consented.

* * *

Now shooting in the high seventies and low eighties, **Harry Anderson**, eye-witness of this golfer's dream come true, confesses that he won his first tournament in the

days of the "guttie" or solid gutta-percha ball—the pill that travelled all of 150 yards when well hit!

Held at Thundergay, Arran, Scotland, it was known as the Invitation tournament and all of twelve competitors took part.

That was quite a wee bit back, but **Harry** still brags about having to sign the visitors' book for making the longest drive of the day.

Bill Spencely Wins Paddling Honours

A cheer for **Bill Spencely** (147 department) and his teammate, **Jack McDowell**, ace paddlers from the Winnipeg Canoe Club, who captured the senior event of the seventeenth annual renewal of the Les Voyageurs 65-mile canoe marathon held in the Red river over the week-end of September 12th. Their time for the long and gruelling distance, from Winnipeg to Lockport and return, was 9 hours, 1 minute and 48 seconds.

* * *

Modest, unassuming, yet one of the city's finest all-round athletes, **Bill Spencely** is also vice-president and a hard worker for the **EATON** Bluebirds Ski Club. "And are we ever proud of him!" echo the Bluebirds.

Floorwalker: "I noticed that your last customer did not buy anything, but he seemed very pleased. What did he want to see?"

Salesgirl: "Me, at 8 o'clock this evening."

—"Public Service News."

Candid Camera Snaps by Greg. Johnston on the First Night's Play

(Continued from Page Twenty-Six)



KNITTING FOR VICTORY

Now in its third year, **EATON** Women's Red Cross Knitting group alone has a total of 2,287 knitted articles to its credit! Add to this many thousands of articles contributed by our Red Cross Sewing group, the many individual efforts by department clubs—and we can say with pardonable pride that **EATON** women are doing a grand job of knitting for victory!

Throughout the year their skilled, sensitive fingers are turning out a great supply of soldiers' socks, scarves, helmets, aero caps, seamen's socks, warmth-giving clothes for overseas children and refugees, as well as a host of hospital and surgical needs.

* * *

The "Wool Gatherers" Knitting Club—one of the smaller groups—meets in the homes of its members during the long fall and winter evenings to make clothing for refugee children and babies, as well as general knitting for soldiers. Each member pays a small sum weekly, which is pooled for buying materials.

The accompanying picture shows a recent display of work by the "Wool Gatherers" held in the time office annex.



A Salute to Mr. P. Cooper! Former member of the engineers staff, now retired, Mr. Cooper is also doing his bit by knitting for victory.

To date his score is 125 pairs of socks, many of which he has knit for the **EATON** club. More power to your needles, Mr. Cooper!

Speaking about those tiny bonnets and little girls' nighties that find their way to Britain in victory bundles from Manitoba—did you know that many of the bonnets are trimmed with pretty pink ribbons removed from bundles of towels and pillow slips in our staples section?; that countless yards of tape, salvaged in the same way, are used to reinforce the little girls' nighties? Miss Hamilton, of the staples, who collects them, estimates that some ten thousand yards of ribbon and tape have been given to Victory Bundles of Manitoba in less than a year!

How's Your Trigger Eye?

Learn to Shoot Straight with

THE TRIGGERETTES

Now, more than ever, is it important to know how to shoot with reasonable accuracy! Let us hope that we may never be called upon to defend our homes against invading armies—but while hoping, let us be prepared!

"Recruits" Are WANTED for the EATON Triggerette Rifle Club

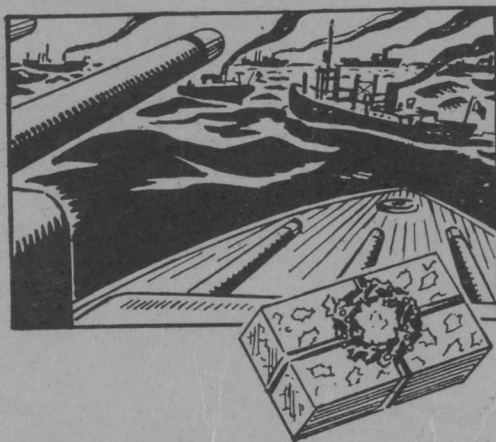
Season opens in October at Police Range, Rupert Avenue.
Under supervision of our good coach, Joe Chapman.

Worthwhile Prizes! Interclub Competitions! A Grand Hobby!

Anyone interested please leave name and department in Time Offices, City and Mail Order, and particulars will be sent.

To Embattled Britain—

In Time for Christmas!



Now is the Time to Start Planning Overseas Gifts For Our Fighting Men and Civilian Friends

Our fellow workers, our friends, our sons and our husbands now in rationed Britain are in the war to the finish. The training they are undergoing is **plenty tough**. **TO WIN** they must be the healthiest, toughest, gamest, happiest, best-educated army in the world!

OUR JOB, on the side lines, is to cheer them on with all the aids and comforts we can possibly send! And that is where the shopping service can be of valuable help to you.

You needn't put off sending gifts to friends in the British Isles because you haven't time to attend to the details. Simply call at the **SHOPPING SERVICE**—they have the information and suggestions needed: about rationed foodstuffs, about soldier's parcels, etc.

They'll look after every detail of buying, packing, mailing. There's no extra charge for their service; you pay only for the gifts and the postage.

SHOPPING SERVICE — Sixth Floor, Hargrave Street

REMEMBER DIEPPE!

LISTS OF CANADIAN ARMY CASUALTIES AND ON DIEPPE

MY TAXES ARE AWFUL

AND WAGES ARE TOO LOW

THERE'S NO PROFIT ANY MORE

AND GAS AN' TIRES!!

The background of the illustration is a large, dense grid of text, which is a reproduction of the actual casualty lists from the Dieppe operation. The lists are organized by unit and include names, ranks, and dates of death. The text is too small to read in detail but is clearly legible as a background for the illustration.

These and countless other valiant hearts have given their all for us.

For all we have and are, for all our freedom's sake, we dare not let their sacrifice be in vain. . . .

We Must Keep Buying

WAR SAVINGS CERTIFICATES AND STAMPS

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WINNIPEG CANADA